

County Snapshot

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Santa Clara County is bordered by Alameda County and a small tip of the San Francisco Bay on the north, Stanislaus and Merced counties on the east, San Benito County on the south, and San Mateo and Santa Cruz counties on the west.

With a projected population of 2,196,800 by 2020, Santa Clara County is expected to experience a steady increase in population over the next twenty years. The 1999 population of 1,732,000 will increase by approximately 27 percent.

The 1999 annual average statistics show the civilian labor force for the county to be 962,800, with an unemployment rate of 3 percent. This is significantly lower than the state's unemployment rate of 5.2 percent. Santa Clara County enjoys one of the lowest unemployment rates in California.

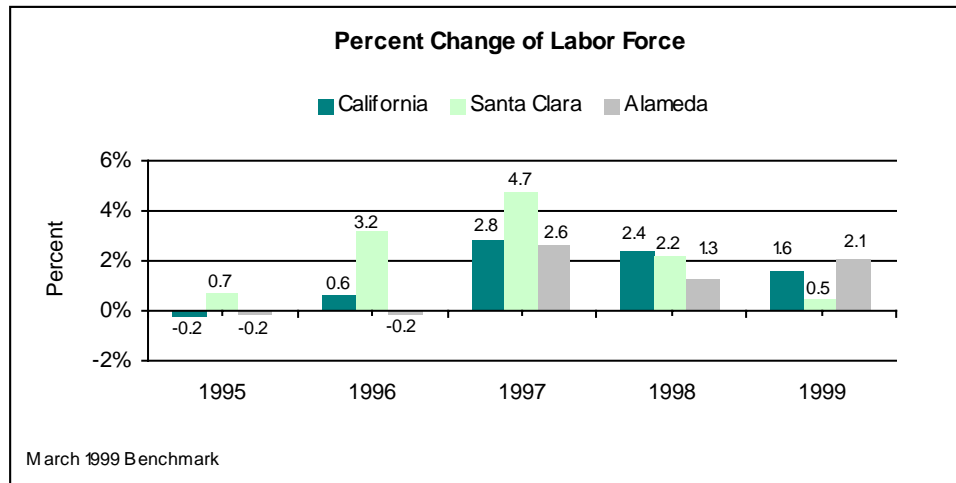
Services is the largest industry in the county, accounting for 34 percent of total employment, with business services being the largest component. Manufacturing is also a major industry with almost 26 percent of local jobs.

Services is also the fastest growing industry, with a projected growth of over 45 percent. The business services sector is expected to account for the largest growth, with more than 80,000 new jobs

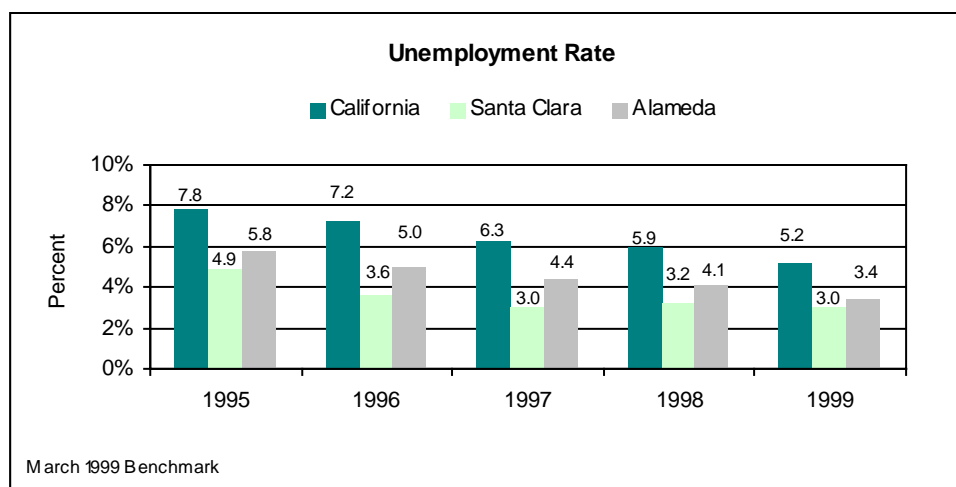
Labor market conditions in Santa Clara County, also known as the San Jose Metropolitan Statistical Area, have steadily improved over the last five years. The county is expected to continue to record job growth and declining unemployment rates.

LABOR FORCE

Since 1995, Santa Clara County's labor force has grown every year, with the greatest year-over increase of 4.7 percent occurring in 1997. The labor force gains enjoyed by Santa Clara County are also evident in neighboring Alameda County, which had an increase of 2.6 percent in 1997.

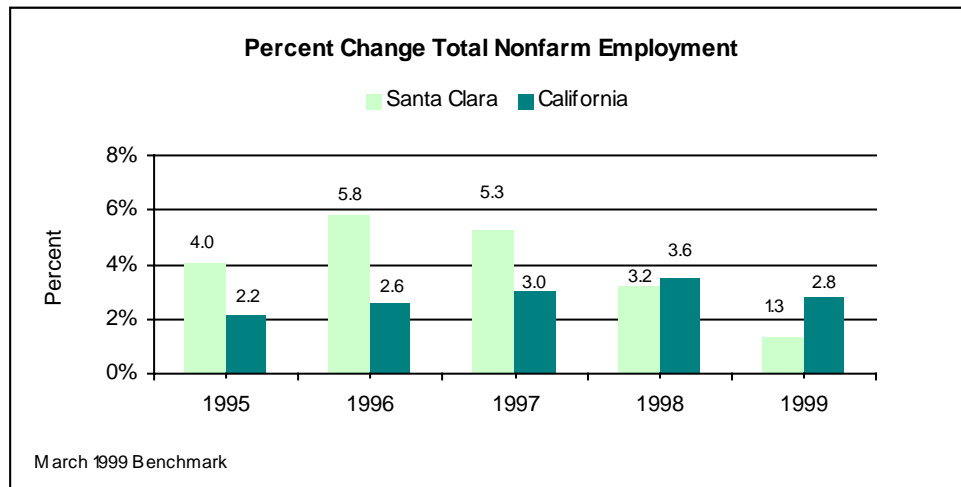


From 1995 – 1999, unemployment rates are lower for Santa Clara and Alameda counties than for the state, indicative of growing employment opportunities in the area. Since 1995, Santa Clara County's unemployment rate has been more than 2 percentage points below the state's rate.

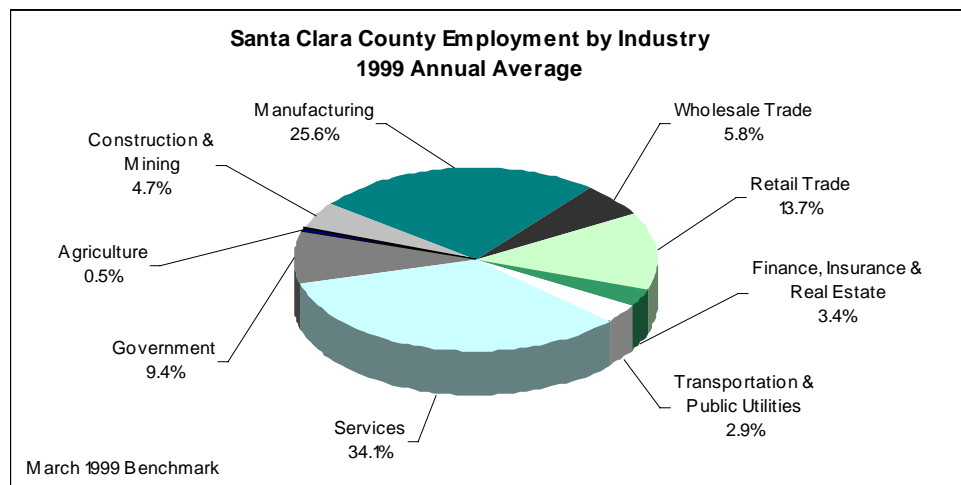


INDUSTRY EMPLOYMENT

Santa Clara County nonagricultural wage and salary employment has shown strong growth since 1995. Payroll employment grew by 136,900 jobs over the period. Services accounted for the greatest increase with 66,700 job openings, with the majority of positions concentrated in business services.



In 1999, services (34.1 percent), manufacturing (25.6 percent), and retail trade (13.7 percent) dominated Santa Clara County employment. During the forecast period, it is expected that the same three industry sectors will continue to lead the way in future job growth.



OCCUPATIONAL EMPLOYMENT

Demographic trends, shifts in demands for products or services, technological innovations and the way business is conducted are some of the variables that drive employment in an occupation up or down. Also, occupations which have large employment and have high turnover rates generally provide the most job openings. Santa Clara County is projected to have employment opportunities not only in these high turnover occupations but also in the more technologically advanced categories.

Associated Occupations	SERVICES 1997 – 2004 Projected Growth 45.7%
	Computer Engineers – 7980 job openings. Assist in the selection and installation of computer systems by providing technical advice and support. Bachelor's Degree. Median Hourly Wage - \$33.78
	Systems Analysts, Electronic Data Processor – 6190 job openings. Analyze business, scientific, and technical problems for application to electronic data processing systems. Bachelor's Degree. Median Hourly Wage - \$25.48
	Janitors, Cleaners-Except Maids – 5530 job openings. Keep buildings in clean and orderly condition; perform heavy cleaning duties such as operating motor driven cleaning equipment, mopping floors, washing walls and glass, and removing rubbish. Short-term on-the-job training. Median Hourly Wage - \$7.62
	Guards and Watch Guards – 3550 job openings. Stand guard at entrance gates or walk about premises of businesses, industrial establishments, or private residences to prevent theft, violence or infractions of rules. Direct patrons or employees, control traffic. Short-term on-the-job training. Median Hourly Wage - \$9.09
	General Managers, Top Executives – 3460 job openings. Include both top and mid-level managers whose duties and responsibilities are too diverse and general in nature to be classified in any functional or line area of management and administration. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$44.65
Associated Occupations	RETAIL TRADE 1997 – 2004 Projected Growth 23.8%
	Salespersons, Retail – 7620 job openings. Get the customer interested by describing the merchandise and showing how it is used. May also order merchandise, stock shelves, mark price tags, take inventory and prepare displays. Short-term on-the-job training. Median Hourly Wage - \$8.12
	Cashiers – 3660 job openings. Handle cash and credit payments, make change, give receipts, account for all payments, and perform related clerical duties. Short-term on-the-job training. Median Hourly Wage - \$7.52
	Waiters and Waitresses – 1550 job openings. Serve food and drink to customers. Duties may include explanation about how the meal is prepared, wine recommendations or simple food preparation at the table. Short-term on-the-job training. Median Hourly Wage - \$6.08
	Food Preparation Workers – 1530 job openings. Keep kitchen work areas clean and orderly, keep restaurant equipment and utensils clean, move supplies and wash dishes, trays, pots and pans used in cooking and serving. Short-term on-the-job training. Median Hourly Wage - \$6.99
	First-Line Supervisor / Manager Sales – 1490 job openings. Directly supervise and coordinate activities of marketing, sales, and related workers. May perform management functions, such as budgeting, accounting, marketing, and personnel work. Work Experience. Median Hourly Wage - \$18.41
Associated Occupations	MANUFACTURING 1997 – 2004 Projected Growth 8.9%
	Electrical and Electronic Engineers – 3980 job openings. Design, develop, test and supervise the manufacture and installation of electrical and electronic equipment, components or systems, computers and related equipment and systems for commercial, industrial, military or scientific use. Bachelor's Degree. Median Hourly Wage - \$37.22
	Computer Support Specialist – 2530 job openings. Provide technical assistance and training to computer system users. They investigate and resolve computer software and hardware problems for users. Bachelor's Degree. Median Hourly Wage - \$24.50
	Computer Engineers – 1690 job openings. Assist in the selection and installation of computer systems by providing technical advice and support. Bachelor's Degree. Median Hourly Wage - \$33.78
	Engineering, Mathematical, And Natural Sciences Managers – 1170 job openings. Plan, organize, direct, or coordinate activities in such fields as architecture, electronic data processing, engineering, life sciences, physical sciences, statistics, and systems analysis. Work Experience, plus a Bachelor's or higher. Median Hourly Wage - \$50.05
	Electrical Equipment Assemblers Precision – 980 job openings. Assemble or modify prototypes or final assemblies of electrical or electronic equipment, such as missile control systems, radio and test equipment, computers, numerical control machine tools, radar, sonar, telemetering systems, or appliances. Work Experience. Median Hourly Wage - \$12.30

This **County Snapshot** is a product of:
State of California
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Labor Market Information Division
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